



## NEW CAR SUCCESS STORY

# CENTRAL AUTOMOTIVE GROUP HOUSTON, TEXAS

Bobby Sims, Platform Digital Director of Central Automotive Group, wanted to change his pricing process. He didn't feel his time was being well spent by visiting other dealership websites to compare and price out his vehicles.

Since implementing vAuto's new car solution, Conquest™, Bobby has sped up his inventory pricing process and finds it much easier to stay competitive with other local dealerships.

Bobby enjoys having Conquest's live market view right at his fingertips. He keeps himself fully informed with in-depth pricing that is specific to his market. So, if prices change, he's always on top of his game.

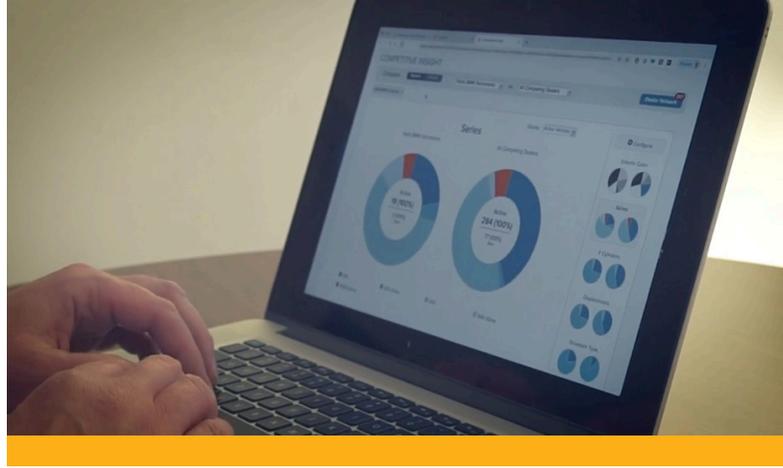


“At Central Houston Nissan, we’re the number one dealer in the market. And I believe Conquest has helped us bring in customers from all over Houston.”

**BOBBY SIMS** / Platform Digital Director  
Central Automotive Group



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### SMOOTH IMPLEMENTATION

Bobby changed inventory systems numerous times in the past, each time being an even bigger headache. When he switched to vAuto's Conquest, he was pleasantly surprised at how smooth the transition turned out to be. He experienced no hiccups in the inventory feed or pricing at all.

*"I was surprised about the implementation for Conquest. We've changed inventory systems a number of times in the past, and it was always a headache. This implementation went very smoothly. We didn't have any hiccups in the actual inventory feeds or the pricing at all."*

### STREAMLINED PROCESS

Before signing up with vAuto's Conquest, Bobby meticulously searched through his competitor's websites to make sure he was pricing his vehicles correctly. Now, the competitive insights tool saves him a ton of time, so he can focus his efforts on being the best in his market.

*"We have roughly 700 new cars in stock, and I really couldn't imagine handling that amount of cars without a tool like vAuto Conquest."*

### REAL-TIME DATA AND INSIGHTS

With vAuto's Conquest, Bobby is able to keep his finger on the pulse of the industry as a whole as well as his local market. He regularly checks to see which makes and models are selling best and, as changes occur, he adjusts his marketing efforts to align with the data.

*"Conquest is going to let us know basically what's hot right now. Let's say Altimas were hot, we're then going to shift our ad budget to Altimas to attract customers."*

### IMPROVED DIGITAL MARKETING

Bobby uses vAuto's Conquest to manage every aspect of digital marketing for all of his new car inventory. From online pricing to photos to everything across their website – even third parties – the tool has kept all of his digital marketing very consistent.

*"Conquest has definitely given us an advantage, especially here in the Houston market."*

Learn more at  
[vAuto.com/CentralAutomotive](http://vAuto.com/CentralAutomotive)  
or by calling 888-536-4086.

